

1998 CALIFORNIA TOURISM AWARDS

Official Entry Form

I. ENTRY INFORMATION

Category/ Title _____

II. Entrant Information

Name and Title of Person Submitting Entry

Name of Business Submitting Entry

Address

City

State

Zip

Telephone

Fax

Name of Business to Receive Award

III. ENTRY INFORMATION

Target Audience

Purpose/Goal

Strategy

Frequency/ Distribution

Results

Cost of Production

Please return this form, all supporting documents, and entry fee by Nov. 7, 1997 to:

California Division of Tourism
ATTN: Gretchen Brigaman
801 K Street, Suite 1600
Sacramento, CA 95814
916/ 322-2881

1998 CALIFORNIA TOURISM RESEARCH AWARDS

Official Entry Form

I. ENTRANT INFORMATION

Name and Title of Person Submitting Entry

Name of Business Submitting Entry

Address

City

State

Zip

Telephone

Fax

Name of Business to Receive Award

II. ENTRY INFORMATION

Project Title

Project Objectives

[illegible]

Methodology

[illegible]

Findings/ Results

How were results used (i.e. to improve marketing, customer service, efficiency, etc.)?

Cost of Project

Please return this form, a copy of the project report and any other supporting documents, and entry fee by Nov. 7, 1997 to:

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801 K Street, Suite 1600
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